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MAY 24 1924
U. S. Department of Agriculture.

350 blooms Mastodon Pansies from our open seed fields of Greenhouse Special Mixed, improved Specimens to be found in Miracle Mixed

WHOLESALE ONLY

Steele's Pansy Gardens

Since 1893

East 42nd and Powell Streets
Portland, Oregon, U. S. A.

E. J. Steele, Manager
M. I. Steele, Secretary

1924

STEELE'S SERVICE SPELLS SATISFACTION

Thirty-one years of cultivation of pansies only, and the largest growers of pansy seed in the world. Write for illustrated "Steele's Commercial Pansy Culture"—Free. No obligations.

First Prize at the 1924 National Flower Show, Cleveland, Ohio

Photo of type found in Miracle Mixed

Mastodon Miracle Mixed

Mastodon Miracle Mixed is the most popular strain we have ever offered. From everywhere comes the demand for highest quality, which I assure you is fully met with this splendid mixture.

If you paid us five times the price we could give you nothing better than Miracle Mixed. For prices, see last page.

To Save You Money

As a rule, the best flower seed is to be found in separate colors. **This is not true of Mastodon Pansies.**

1/16 oz. each of our 16 separate colors costs you. . $11.90

One oz. of our Greenhouse Special, as good, costs. . 6.00

One oz. of Miracle Mixed completely outclasses those sixteen varieties 10.00

If your trade requires special types, then conservative buying of these colors is necessary.

MASTODON PANSIES

The strain originated by us and named Mastodon, includes white, dark center, dark blue center and light blue center, pure white, black, Burgundy red, lavender, violet, light blue, bronze, royal purple, rose, cerise red, red with silver rim, mahogany, yellow, wine colored, red and gold, lavender and gold, henna red, **new**, some ruffled types, with a dozen or more variations in each color, in size measuring up to three and seven-eighths inches in diameter.

WHY MASTODON PANSIES?

1. When we were plant growers we always selected early blooming seed plants, and were in the market from two to six weeks ahead of all others and that was when we got the money. **You know.**

2. The winters are cold enough to destroy weak, leaving only hardy, strong growing sorts. All field grown. No glass. The only commercially grown pansy seed produced under like conditions, and therefore, we believe, the hardiest in existence.

3. Thirty-one years of exclusive cultivation of Mastodon Pansies, which include scores of varieties found in no other strains.

4. Selection of "constant" instead of "variable" types, bearing huge blooms, and plants of compact habits and extra early flowering.

5. A vigorous roguing of all inferior kinds for the sake of quality, which means a heavy loss in quantity.

6. No rainfall during harvest to injure hand picked seed.

7. No intense heat to impair vitality of seed.

8. Likewise the Oregon climate permits of slow but constant drying and curing of seed under natural conditions insuring the well known high germinating power of Mastodon Pansies.

9. For you a reliable source of supply of the newest and finest types of pansies in the world. We ship all seed on the day order is received.

10. A Golden Rule service to you that will make it a pleasure to patronize us.

From_____

_____

STEELE'S PANSY GARDENS

East 44th and Powell Streets

PORTLAND, OREGON

U. S. A.

STEELE'S PANSY GARDENS

East 44th and Powell Streets — Portland, Oregon, U. S. A.

Send the following ORDER, by.....

Name .....

Street .....

Post Office .....

R. F. D. ..... Box .....

State ..... Date ....., 192....

AM'T ENCLOSED	
Money Order	
Check	
Draft	
Currency	
Stamps	

		Price	
	Plants		
oz.	Mastodon Miracle Mixed		
oz.	" Greenhouse Special Mixed		
oz.	" Private Stock Mixed		
oz.	Masterpiece Mixed, 1923 Novelty		
oz.	Steele's Striata, new, striped		
oz.	" Mlle. Irene, tango red, new		
oz.	" Improved Vulcano, Burgundy red, new		
oz.	" Improved Orchidea, Novelty		
oz.	" Panama-Pacific, yellow		
oz.	Steele's Parisian Yellow, pure		
oz.	Mastodon Bronze		
oz.	" White, dark center		
oz.	Steele's Grand Duke Michel, all white		
oz.	" Madame Perrett, rose shades		
oz.	Mastodon Black		
oz.	Steele's Madame Steele, Elk's purple		
oz.	" Prince Henry, dark blue		
oz.	" Beaconsfield, new		
oz.	" Adonis, light blue, new		
oz.			
	TOTAL		

Can't you send us the name of another grower ?

Steele's Orchidea Pansies

STEELE'S PANSY GARDENS

East 44th and Powell Streets
PORTLAND, OREGON

Post = Card

PLACE
ONE-CENT
STAMP
HERE

Getting down to brass tacks—as a commercial grower of pansy plants, there are three factors you consider when you select a strain of pansy seed.

1. Will there be a well balanced, wide range of colors that will give entire satisfaction to your customers, as to size, beauty and novelty, **when they come into bloom?** If Mastodon Pansies, **yes!**

2. Will they bloom extra early in the Spring, showing a fine, **large** bloom, on a **small** stocky plant, with proper care and cultivation? This is the way they grow for us. You win, when you beat the others to the early market, of course.

3. Will the seed germinate to your entire satisfaction? If Mastodon Pansies, **yes!**

MASTODON PANSIES

PREPARING BED FOR GERMINATING SEED

1. Have your ground perfectly clean and free of weeds and trash, pulverized to a depth of six or more inches.

2. On the level surface spread evenly a layer of pulverized manure, barnyard scrapings preferred, to a depth of at least one inch.

3. Overlay manure with half inch of the best soil you have, thoroughly pulverized.

4. Roll or rake down and tamp surface true and smooth.

5. Use the hose freely and soak down the bed several inches.

6. Sow your seed in drills or broadcast—we sow broadcast.

7. Cover as lightly as possible with your best soil or sand. Sand is best.

8. Use spray of water to moisten surface.

9. Allowing plenty of ventilation, keep your beds moist, quite moist, but not soaking wet, until plants come up.

We use unbleached sheeting, cheapest grade, to retain moisture. As soon as plants begin to come through freely we remove sheeting permanently, and sift tops of beds with thin layer of barnyard scrapings. Water young seedlings sparingly to avoid damping off.

Never allow your beds to become dry. Any dryness after seeds sprout is absolutely fatal. These directions are for sowing in the open field, but will apply when using flats or cold frames. We use 60 to 75 square feet to sow an ounce of seed.

If possible, alternate your pansy crop with some other crop.

THE UNUSUALLY HIGH GERMINATING QUALITIES OF MASTODON PANSY SEED is a revelation to all extensive growers who use our stock.

Our pansies sold on Portland Public Market this spring up to $1.50 per dozen. Name and address of grower furnished.

It is a pleasure for me to urge a trial of orchidea, not so large, but a beautiful strain, containing every known color in pansies, but mostly orchid, pastel and Egyptian shades now so popular with the ladies, and quite different from any other pansies.

See color plate card.

LEST YOU FORGET

We are originators of Steel's Mastodon Pansies, and any seed offered as "Mastodon" is not genuine unless grown in our gardens.

Write early for contract Prices of Seedlings.

E. J. Steele.
Manager

Steele's Pansy Gardens

Portland, Oregon, U. S. A.

Wholesale Prices Net — 1924 Crop

Mastodon Miracle Mixed—Our super mixture contains all the finest types of all our strains, latest novelties, and including ruffled flowers and many of our new sunburst pansies, smoky rims, henna shades, with fine long stems; in fact, an up-to-the-minute strain that will delight the pansy fan who is looking for something BETTER in the pansy world. Fine forcing. O. K. outside. Price: 1-16 oz., $0.85; ⅛ oz., $1.50; ¼ oz., $2.75; ½ oz., $5.25; 1 oz., $10.00; 2 oz., $19.00; 4 oz., $36.00.

Mastodon Masterpiece Mixed. Short crop, but very fine.

Price: 1-16 oz., $1.00; ⅛ oz., $1.75; ¼ oz., $3.25; ½ oz., $6.25.

Mlle. Irene—New. A shade never before known to pansies. A henna red, and in every other respect a grand flower with a long, strong stem. Price same as Masterpiece Mixed.

Steele's Mastodon Striata—Our novelty. Of great size and varied types, mostly dark and rose pink shades, mottled and beautifully striped in true sunburst fashion.

Improved Vulcano—A rich, velvety Burgundy red of immense size.

Steele's Improved Orchidea—Very fine. See page 3.

The price of each of three varieties named above is: 1/16 oz., $0.85; ⅛ oz., $1.50; ¼ oz., $2.75; ½ oz., $5.25.

	1/16 oz.	⅛ oz.	¼ oz.	½ oz.	1 oz.	3 oz.	4 oz.
Steele's Mastodon Greenhouse Special, mixed, O. K. outside or inside; highly recommended.	$0.65	$1.00	$1.75	$3.25	$6.00	$16.00	$21.00
Steele's Mastodon Private stock, mixed.....	.65	.75	1.50	2.75	5.00	13.50	17.50

Steele's Panama Pacific—A huge deep yellow; some with dark centers, some without.

Steele's Parisian Yellow—A pure yellow of the grandest form and size.

Steele's Bronze Mastodon—Very large. All the different shades from burnished brass to gold; wonderfully tinged with nearly every color known to pansies.

Steele's White Mastodon (dark center)—The largest pansies we have ever seen.

Steele's Grand Duke Michel (Improved Candidissima)—The finest and largest all-white pansy in the world.

Steele's Madame Perrett—A beautiful and distinct type with edges of petals frilled—bordered white; colors dark wine, pink and red.

Steele's Black Mastodon—Nearly all jet black; a few very dark purple and all velvety in substance and of immense size.

Steele's Mastodon Madame Steele—Elk's purple; immense blooms; a perfect self.

Steele's Prince Henry—A splendid dark blue of great size.

Steele's Improved Beaconsfield—New. A fine bluish purple with a distinct lavender tinge on the upper part of the upper petals. A beautiful European variety, but having the size of the true Mastodon type.

Steele's Mastodon Adonis—New; of huge size; light blue, baby blue and lavender shades.

The price of each of the eleven varieties named above is: 1/16 oz., $0.65; ⅛ oz., $1.00; ¼ oz., $1.75; ½ oz., $3.25; 1 oz., $6.00.

Owing to variations in soil, climate, care and cultivation, we are not responsible for the crop.

The short time allowed us to pack and ship seed on the day order is received makes it impossible for us to fill orders for seed in packets smaller than sizes listed.

For Description of Mastodon Pansies see Page Two.